This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-22 (canceled)

1　　Claim 23 (currently amended): A computer-implemented
2　　method comprising:
3　　　　a) accepting, with a computer system including at
4　　　　least one computer on a network, ad information
5　　　　associated with an ad;
6　　　　b) determining, with the computer system, at least
7　　　　one of (1) a candidate concept having an associated
8　　　　value and (2) a candidate concept indicator having
9　　　　an associated value using the accepted ad
10　　　information;
11　　　c) presenting, with the computer system, the
12　　　determined at least one candidate concept and
13　　　candidate concept indicator to an advertiser;
14　　　[[and]]
15　　　d) determining, with the computer system, a
16　　　representation of the concept targeting information
17　　　for the ad using, at least, advertiser feedback to
18　　　the presented at least one candidate concept and
19　　　candidate concept indicator; and
20　　　e) adjusting, with the computer system, the value
21　　　associated with the at least one of (1) a candidate
22　　　concept and (2) a candidate concept indicator using
23　　　the accepted advertiser feedback.

1　　Claim 24 (currently amended): The computer-implemented
2　　method of claim 23 further comprising:

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3   f [[e]]) determining, with the computer system, at

4   least one of (1) a further candidate concept having

5   an associated value and (2) a further candidate

6   concept indicator having an associated value using

7   advertiser feedback; and

8   g [[f]]) presenting, with the computer system, the

9   determined at least one further candidate concept

10   and further candidate concept indicator to the

11   advertiser.

1   Claim 25 (previously presented): The

2   computer-implemented method of claim 23 wherein the

3   candidate concept indicator is a previously processed

4   search query to which the ad would have been relevant.

1   Claim 26 (currently amended): A computer-implemented

2   method comprising:

3   a)   accepting, with a computer system including at

4   least one computer on a network, targeting criteria

5   information associated with an ad;

6   b)   determining, with the computer system, at least

7   one targeting concept having an associated value

8   using at least the accepted targeting criteria

9   information;

10   c)   determining, with the computer system, a

11   representation of the determined at least one

12   targeting concept; [[and]]

13   d)   associating, with the computer system, the

14   determined representation with the ad;

15   e)   adjusting, with the computer system, the value

16   associated with the at least one targeting concept

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17   using at least information from other ads using the

18   same or similar targeting criteria information; and

19   f) storing, with the computer system, the adjusted

20   value in association with the at least one targeting

21   concept and in association with the ad.

Claim 27 (canceled)

1   Claim 28 (currently amended): A computer-implemented

2 method for determining concepts of a request, the method

3 comprising:

4   a) accepting, with a computer system including at

5   least one computer on a network, request

6   information;

7   b) determining, with the computer system, at least

8   one concept having an associated value using the

9   request information;

10   c) generating, with the computer system, a

11   representation of the determined at least one

12   concept, wherein [[a score of least one of]] the

13   value associated with the determined at least one

14   [[concepts]] concept in the generated representation

15   is adjusted using performance information of

16   advertisements that have been served pursuant to the

17   concept; and

18   d) storing, with the computer system, the adjusted

19   value in association with the at least one concept.

1   Claim 29 (previously presented): The

2 computer-implemented method of claim 28 wherein the at

3 least one concept includes a "no concept" concept.

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1   Claim 30 (previously presented): The
2   computer-implemented method of claim 28 wherein the
3   performance information is advertisement selection
4   information.

1   Claim 31 (previously presented): The
2   computer-implemented method of claim 28 wherein the
3   performance information is conversion information.

1   Claim 32 (currently amended): A computer-implemented
2   method for adjusting a [[score of a]] value associated
3   with a concept relative to a request, the method
4   comprising:
5   a) tracking, with a computer system including at
6   least one computer on a network, performance
7   information of advertisements served pursuant to the
8   concept; [[and]]
9   b) adjusting, with the computer system, the [[score
10   of]] value associated with the concept relative to
11   the request using the tracked performance
12   information; and
13   c) storing, with the computer system, the adjusted
14   value in association with the concept relative to
15   the request.

1   Claim 33 (currently amended): The computer-implemented
2   method of claim 32 wherein [[the act of]] adjusting the
3   [[score]] value associated with the concept relative to
4   the request includes increasing the [[score]] value
5   associated with the concept relative to the request if
6   the tracked performance information is above a threshold
7   performance level.

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1   Claim 34 (currently amended): The computer-implemented
2   method of claim 32 wherein [[the act of]] adjusting the
3   [[score]] value associated with the concept relative to
4   the request includes decreasing the [[score]] value
5   associated with the concept relative to the request if
6   the tracked performance information is below a threshold
7   performance level.

1   Claim 35 (currently amended): The computer-implemented
2   method of claim 32 wherein [[the act of]] adjusting the
3   [[score]] value associated with the concept relative to
4   the request uses the tracked performance of the concept
5   relative to tracked performance of at least one other
6   concept.

1   Claim 36 (previously presented): The
2   computer-implemented method of claim 32 wherein the
3   performance information is advertisement selection
4   information.

1   Claim 37 (previously presented): The
2   computer-implemented method of claim 32 wherein the
3   performance information is conversion information.

    Claims 38-59 (canceled)

1   Claim 60 (currently amended): Apparatus comprising:
2   at least one processor;
3   at least one communications interface; and
4   at least one storage device, the storage device
5   storing program instructions which, when executed by the
6   at least one processor, perform a method including:

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PAGE 12/33 * RCVD AT 5/28/2009 4:39:54 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-6/14 * DNIS:2738300 * CSID:17329361401 * DURATION (mm-ss):08-34

7   a)   accepting ad information;

8   b)   determining at least one of (1) a candidate

9   concept <u>having an associated value</u> and (2) a

10   candidate concept indicator <u>having an associated</u>

11   <u>value</u> using the accepted ad information;

12   c)   presenting the determined at least one candidate

13   concept and candidate concept indicator to an

14   advertiser; [[and]]

15   d)   determining a representation of the concept

16   targeting information for the ad using, at least,

17   advertiser feedback to the presented at least one

18   candidate concept and candidate concept indicator<u>;</u>

19   <u>and</u>

20   e)   <u>adjusting the value associated with the at least</u>

21   <u>one of (1) a candidate concept and (2) a candidate</u>

22   <u>concept indicator using the accepted advertiser</u>

23   <u>feedback.</u>

1   Claim 61 (currently amended):   The apparatus of claim 60

2   wherein the stored program instructions which, when

3   executed by the at least one processor, perform a method

4   further including:

5   <u>f</u> [[e]])   determining at least one of (1) a further

6   candidate concept <u>having an associated value</u> and (2)

7   a further candidate concept indicator <u>having an</u>

8   <u>associated value</u> using advertiser feedback; and

9   <u>g</u> [[f]])   presenting the determined at least one

10   further candidate concept and further candidate

11   concept indicator to the advertiser.

1   Claim 62 (original): The apparatus of claim 60 wherein
2   the candidate concept indicator is a previously processed
3   search query to which the ad would have been relevant.

1   Claim 63 (currently amended): Apparatus comprising:
2   at least one processor;
3   at least one communications interface; and
4   at least one storage device, the storage device
5   storing program instructions which, when executed by the
6   at least one processor, perform a method including:
7   a) accepting targeting criteria information
8   associated with an ad;
9   b) determining at least one targeting concept
10   having an associated value using at least the
11   accepted targeting criteria information;
12   c) determining a representation of the determined
13   at least one targeting concept; [[and]]
14   d) associating the determined representation with
15   the ad;
16   e) adjusting the value associated with the at least
17   one targeting concept using at least information
18   from other ads using the same or similar targeting
19   criteria information; and
20   f) storing the adjusted value in association with
21   the at least one targeting concept and in
22   association with the ad.

     Claim 64 (canceled)

1   Claim 65 (currently amended): Apparatus for determining
2   concepts of a request, the apparatus comprising:

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3   at least one processor;

4   at least one communications interface; and

5   at least one storage device, the storage device

6   storing program instructions which, when executed by the

7   at least one processor, perform a method including:

8   a)   accepting request information;

9   b)   determining at least one concept having an

10   associated value using the request information;

11   c)   generating a representation of the determined at

12   least one concept, wherein [[a score of least one

13   of]] the value associated with the determined at

14   least one [[concepts]] concept in the generated

15   representation is adjusted using performance

16   information of advertisements that have been served

17   pursuant to the concept; and

18   d) storing the adjusted value in association with

19   the at least one concept.

1   Claim 66 (original):   The apparatus of claim 65 wherein

2   the at least one concept includes a "no concept" concept.

1   Claim 67 (original):   The apparatus of claim 65 wherein

2   the performance information is advertisement selection

3   information.

1   Claim 68 (original):   The apparatus of claim 65 wherein

2   the performance information is conversion information.

1   Claim 69 (currently amended):   Apparatus for adjusting a

2   [[score of a]] value associated with a concept relative

3   to a request, the apparatus comprising:

4   at least one processor;

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5          at least one communications interface; and
6          at least one storage device, the storage device
7   storing program instructions which, when executed by the
8   at least one processor, perform a method including:
9          a)  tracking performance information of
10         advertisements served pursuant to the concept;
11         [[and]]
12         b)  adjusting the [[score of]] value associated with
13         the concept relative to the request using the
14         tracked performance information; and
15         c) storing, with the computer system, the adjusted
16         value in association with the concept relative to
17         the request.
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1   Claim 70 (currently amended): The apparatus of claim 69
2   wherein [[the act of]] adjusting the [[score]] value
3   associated with the concept relative to the request
4   includes increasing the [[score]] value associated with
5   the concept relative to the request if the tracked
6   performance information is above a threshold performance
7   level.
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1   Claim 71 (currently amended): The apparatus of claim 69
2   wherein [[the act of]] adjusting the [[score]] value
3   associated with the concept relative to the request
4   includes decreasing the [[score]] value associated with
5   the concept relative to the request if the tracked
6   performance information is below a threshold performance
7   level.
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1   Claim 72 (currently amended): The apparatus of claim 69
2   wherein [[the act of]]  adjusting the [[score]] value
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3   associated with the concept relative to the request uses
4   the tracked performance of the concept relative to
5   tracked performance of at least one other concept.

1   Claim 73 (original): The apparatus of claim 69 wherein
2   the performance information is advertisement selection
3   information.

1   Claim 74 (original): The method of claim 69 wherein the
2   performance information is conversion information.

1   Claim 75 (currently amended): The computer-implemented
2   method of claim 23 further comprising:
3   f [[e]]) using the determined representation of the
4   concept targeting information for the ad to
5   determine a similarity of the ad to a request for
6   ads.

1   Claim 76 (currently amended): The computer-implemented
2   method of claim 23 wherein the representation of the
3   concept targeting information includes a plurality of
4   concepts, each having a [[score]] value.

1   Claim 77 (new): The computer-implemented method of claim
2   23 further comprising:
3   f) using the adjusted value associated with the at
4   least one of (1) a candidate concept and (2) a
5   candidate concept indicator to control the serving
6   of the ad.

1   Claim 78 (new): The computer-implemented method of claim
2   26 further comprising:

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3   g)   using the adjusted value stored in association
4   with the at least one' targeting concept and in
5   association with the ad to control the serving of
6   the ad.

1   Claim 79 (new):   The computer-implemented method of claim
2   28 further comprising:
3   e)   using the adjusted value stored in association
4   with the at least one concept to control the serving
5   of at least one ad.

1   Claim 80 (new):   The computer-implemented method of claim
2   32 further comprising:
3   d)   using the adjusted value stored in association
4   with the concept relative to the request to control
5   the serving of at least one ad.

1   Claim 81 (new):   The computer-implemented method of claim
2   77 wherein controlling the serving of the at least one ad
3   includes
4   1)   determining at least one concept having an
5   associated value and being associated with a
6   request;
7   2)   determining, for the ad, a similarity with
8   the request using, at least, the at least one
9   of (1) a candidate concept and its associated
10   value and (2) a candidate concept indicator and
11   its associated value, and the at least one
12   concept and its associated value associated
13   with the request;
14   3)   determining, for the ad, a score using at
15   least the determined similarity; and

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16   4)   determining whether and how to serve the ad

17   using at least the determined score.

1   Claim 82 (new): The computer-implemented method of claim

2   79 wherein controlling the serving of the at least one ad

3   includes

4   1)   accepting a plurality of ads, each of the

5   ads having at least one associated targeting

6   concept having an associated value;

7   2)   determining, for each of the plurality of

8   ads, a similarity with the request using, at

9   least, the at least one targeting concept and

10   its associated value associated with the ad,

11   and the at least one concept and its associated

12   value associated with the request;

13   3)   determining, for each of the plurality of

14   ads, a score using at least the determined

15   similarity; and

16   4)   determining whether and how to serve at

17   least one of the plurality of ads using at

18   least the determined score.

1   Claim 83 (new): The computer-implemented method of claim

2   80 wherein controlling the serving of the at least one ad

3   includes

4   1)   accepting a plurality of ads, each of the

5   ads having at least one associated targeting

6   concept having an associated value;

7   2)   determining, for each of the plurality of

8   ads, a similarity with the request using, at

9   least, the at least one targeting concept and

10   its associated value associated with the ad,

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11   and the concept relative to the request and its
12   associated value;
13   3) determining, for each of the plurality of
14   ads, a score using at least the determined
15   similarity; and
16   4) determining whether and how to serve at
17   least one of the plurality of ads using at
18   least the determined score.

1   Claim 84 (new): The computer-implemented method of claim
2   23
3   wherein the at least one of (1) a candidate concept
4   and (2) a candidate concept indicator is a representation
5   of meaning that is determined by analyzing a sequence of
6   at least one of (A) word searches and (B) user actions as
7   the result of word searches, and
8   wherein the at least one of (1) a candidate concept
9   and (2) a candidate concept indicator includes context
10   information.

1   Claim 85 (new): The computer-implemented method of claim
2   26 wherein the targeting concept is a representation of
3   meaning that is determined by analyzing a sequence of at
4   least one of (A) word searches and (B) user actions as
5   the result of word searches and wherein the targeting
.6   concept include context information.

1   Claim 86 (new): The computer-implemented method of claim
2   28 wherein the concept is a representation of meaning
3   that is determined by analyzing a sequence of at least
4   one of (A) word searches and (B) user actions as the

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5   result of word searches and wherein the concept include

6   context information.

1   Claim 87 (new): The computer-implemented method of claim

2   32 wherein the concept is a representation of meaning

3   that is determined by analyzing a sequence of at least

4   one of (A) word searches and (B) user actions as the

5   result of word searches and wherein the concept include

6   context information.